

THE SNOWSUIT FUND

“Thanks to our first ever text-to-donate campaign using the Mobile Giving Foundation Canada platform, The Snowsuit Fund of Ottawa can provide 700 snowsuits to needy kids in our community this winter! At the \$25 donation level that’s a lot of new donors texting “S-N-O-W” and sharing their warmth! The MGFC team made it so easy to implement and we can’t wait to do it again next season.”

- Karen Wood
Fundraising Lead



Within 30 days, The Snowsuit Fund raised over **\$38,000** through the text-to-donate channel.

About The Snowsuit Fund

Every year, The Snowsuit Fund purchases and distributes more than 16,000 snowsuits to low-income children 15 years and younger in Ottawa, bringing dignity and hope to families struggling with the necessities of life. Our core mission is to ensure that Ottawa's most vulnerable children can have warm snowsuits to play outside in winter - without their families having to sacrifice other priorities. As a grassroots organization, the Snowsuit Fund receives no government funding and relies on the generosity of caring groups and individuals to keep its 40-year operation going.

Contact MGFC



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